

**DECLARATION - USA PATENT APPLICATION**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

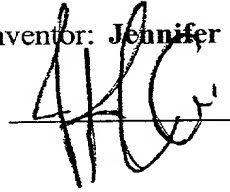
I believe I am an original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled USE OF ELECTRONIC SHOPPING CARTS TO GENERATE PERSONAL RECOMMENDATIONS; the specification of which was filed on **September 18, 1998** as Application Serial No. **09/156,237**.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above;

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56;

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of first inventor: **Jennifer A. Jacobi**

Inventor's signature 

Date 11-17-1998

Residence: **610 North 65th Street**  
Seattle, Washington 98103

Citizenship: **U.S.**

Post Office Address: **Same as above**

Copy

Full name of second inventor: **Eric A. Benson**

Inventor's signature 

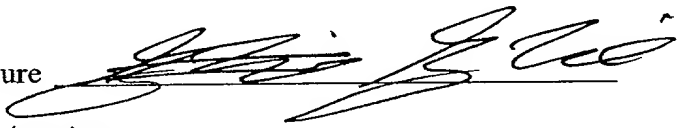
Date 17 November 1998

Residence: **1953 6th Avenue West  
Seattle, Washington 98119**

Citizenship: **U.S.**

Post Office Address: **Same as above**

Full name of third inventor: **Gregory D. Linden**

Inventor's signature 

Date 11/17/98

Residence: **8045 36th Avenue N.E.  
Seattle, Washington 98115**

Citizenship: **U.S.**

Post Office Address: **Same as above**

Send Correspondence To:  
**KNOBBE, MARTENS, OLSON & BEAR, LLP  
Customer No. 20,995**

ROS-4939:sw  
110698

COPY  
PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Jennifer A. Jacobi, et al. )  
 )  
 App. No. : 09/156,237 )  
 )  
 Filed : September 18, 1998 )  
 )  
 For : USE OF ELECTRONIC )  
 SHOPPING CARTS TO )  
 GENERATE )  
 PERSONAL RECOMMENDATIONS )  
 )  
 Examiner : Unknown )  
 )

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ESTABLISHMENT OF RIGHT OF ASSIGNEE TO TAKE ACTION  
AND  
REVOCATION AND POWER OF ATTORNEY

Assistant Commissioner for Patents  
 Washington, D.C. 20231

Dear Sir:

The undersigned is empowered to act on behalf of the assignee below (the "Assignee"). A true copy of the original Assignment of the above-captioned application from the inventor(s) to the Assignee is attached hereto. This Assignment represents the entire chain of title of this invention from the Inventor(s) to the Assignee.

I declare that all statements made herein are true, and that all statements made upon information and belief are believed to be true, and further, that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that willful, false statements may jeopardize the validity of the application, or any patent issuing thereon.

The undersigned hereby revokes any previous powers of attorney in the subject application, and hereby appoints the registrants of Knobbe, Martens, Olson & Bear, LLP, 620

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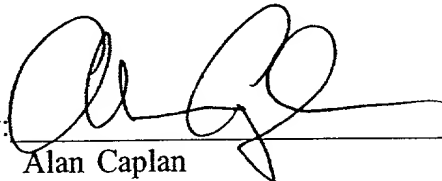
App. No. : 09/156,237  
Filed : September 18, 1998

Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, Telephone (949) 760-0404, **Customer No. 20,995**, as its attorneys with full power of substitution and revocation to prosecute this application and to transact all business in the U.S. Patent and Trademark Office connected herewith. This appointment is to be to the exclusion of the inventor(s) and his attorney(s) in accordance with the provisions of 37 C.F.R. § 3.71.

Please use Customer No. 20,995 for all communications.

AMAZON.COM

Dated: Nov. 23, 1998

By:   
Alan Caplan

Title: Vice President and General Counsel

Address: 900 4th Avenue  
Seattle, Washington 98164

ROS-4941:sw  
110698

Application No.: 09/156,237  
Filing Date: September 18, 1998

*Copy*  
PATENT  
Client Code: AMAZON.008A  
Page 1

### ASSIGNMENT

WHEREAS, We, Jennifer A. Jacobi, a U.S. citizen, residing at 610 North 65th Street, Seattle, Washington 98103, Eric A Benson, a U.S. citizen, residing at 1953 6th Avenue West, Seattle, Washington 98119, and Gregory D. Linden, a U.S. citizen, residing at 8045 36th Avenue N.E., Seattle, Washington 98115 have invented certain new and useful improvements involving the USE OF ELECTRONIC SHOPPING CARTS TO GENERATE PERSONAL RECOMMENDATIONS for which we have filed an application for Letters Patent in the United States, Application No. 09/156,237, filed September 18, 1998;


AND WHEREAS, AMAZON.COM (hereinafter "ASSIGNEE"), a Washington Corporation, with its principal place of business at 1516 2nd Avenue, Seattle, Washington, California 98101, desires to acquire the entire right, title, and interest in and to the said improvements and the said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) each to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 17 day of NOVEMBER 1998

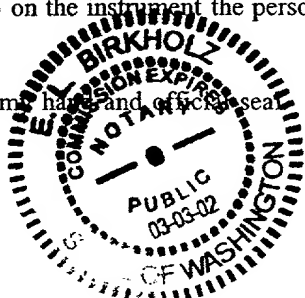
*J. A. Jacobi*  
\_\_\_\_\_  
Jennifer A. Jacobi

STATE OF Washington       ss.  
COUNTY OF King

On Nov. 17, 1998, before me, E. L. Birkholz personally appeared Jennifer A. Jacobi personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity(ies), and that by her signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and office, seal

[SEAL]



*[Signature]*  
\_\_\_\_\_  
Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 17 day of November, 1998

  
Eric A. Benson

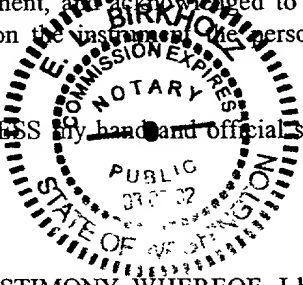
STATE OF Washington  
COUNTY OF King

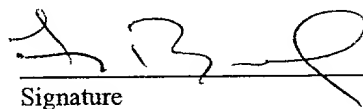
}] ss.

On Nov 17, 1998, before me, E.L. Birkholz personally appeared Eric A. Benson personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

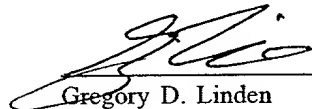
WITNESS my hand and official seal.

[SEAL]



  
Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 17 day of November, 1998.

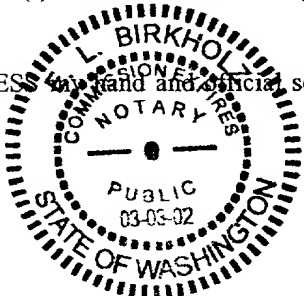
  
Gregory D. Linden

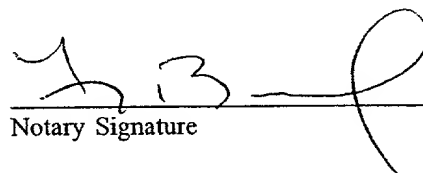
STATE OF Washington  
COUNTY OF King } ss.

On Nov. 17, 1998, before me, E.L. Birkholz personally appeared Gregory D. Linden personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



  
Notary Signature